

informatech

GLOBAL
LEADERSHIP
CONSULTANTS

informatech.co.uk



Tourism Destination Management and Branding

An **informatech** Training Course
all copyrights reserved

ACS
REGISTRARS
ISO 29990

ACS
REGISTRARS
ISO 9001

ilm
Approved
Centre

PMI
Registered
Education
Provider
Project
Management
Institute

bci
Business Continuity
Institute
Corporate Partnership

Transforming
Business *for* Good

Tel : +44 (33) 000 111 90

Our mailing address is:
63-66 Hatton Garden Hatton Garden , EC1N 8LE , London

informatech GLOBAL
LEADERSHIP
CONSULTANTS



Why Attend

This course is designed to provide an overview of the essential practices for boosting the global competitiveness of tourism destinations. It begins by examining the duties and responsibilities of governing bodies and Destination Management Organizations (DMOs). Secondly, it highlights the significance of attraction factors and performance standards in the process of creating a unique brand identity for the destination. Lastly, it focuses on practical measures to reduce the negative impacts of mass tourism and enhance the overall visitor experience

Course Methodology

This dynamic course offers a well-rounded education that blends both theoretical and hands-on learning experiences. It follows an interactive teaching approach, incorporating engaging elements such as lectures, real-life case studies, group discussions, and collaborative exercises.

Course Objectives

By the end of the course, participants will be able to:

- Recognize the significance of efficient destination management strategies and the crucial role of cooperation between the private sector and the public sector
- Utilize various techniques to evaluate destination competitiveness and performance comparison
- Establish a favorable destination image through strategic branding and positioning
- Formulate plans for sustainable management of destinations and attractions
- Implement proven methods to increase visitor satisfaction and trust

Target Audience

Managers, supervisors, and destination administrators who are directly or indirectly involved in the tourism management sector.

Target Competencies

- Understanding functions and key players in the tourism industry
- Defining the extent of destination management
- Evaluating destination competitiveness
- Crafting a unique destination brand
- Creating tourism offerings
- Assuring visitor satisfaction and experience



Course content

Course Outline

Destination management: Scope and structure

Basic elements of tourist destination
Pillars of destination management
Role of Destination Management Organizations (DMOs)
Public-Private Partnerships (PPPs) in the tourism sector
Benefits of destination management policies
Attractiveness of tourist destination

Destination competitiveness

Factors contributing to competitiveness
Destination choice and competitiveness
Destination competitiveness assessment
Benchmarking destination competitiveness
Managing benchmarking outcomes

Destination branding

Branding challenges for tourism destination
Benefits of an effective branding
Targeted market identification
The brand-building process
Creating a branding identity

Destination management strategies

Screening and biographical interviews
Sequential Interviews
Hypothetical interviews
Panel interviews: pros and cons
Competency-based interviews

Quality control and visitor management strategies

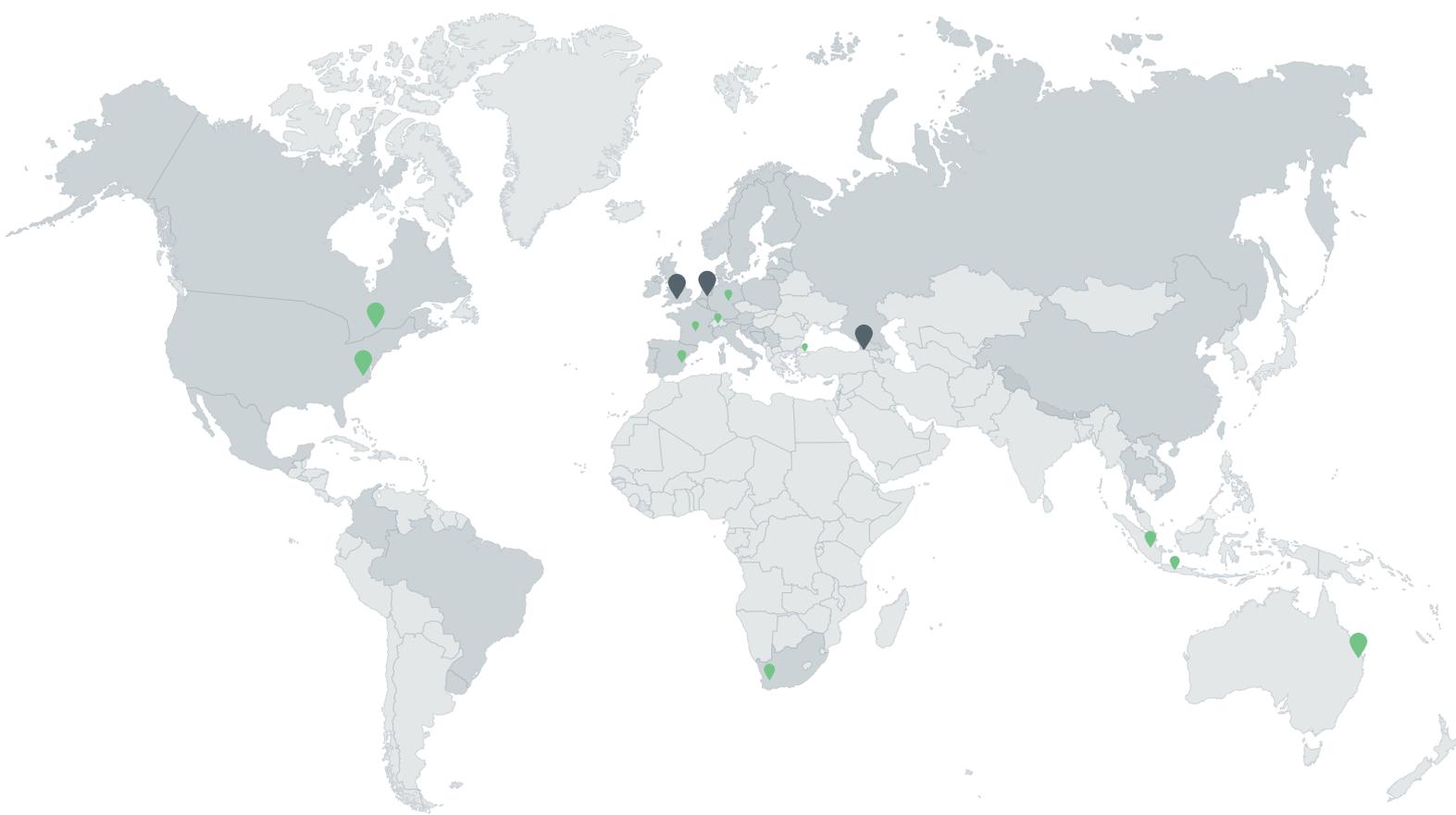
Visitor management overview
Mass tourism challenges
Key perspective of visitor management
Visitor management actions
Visitor information management

informatech GLOBAL LEADERSHIP CONSULTANTS

informatech is a global leadership consultancy that aligns people, purpose & strategy - driving socially responsible transformation in global organisations. Our international network includes 215 partners, consultants, and coaches in 24 countries throughout Europe, North America, Latin America, Asia, and Africa. We transform leaders, align teams and create resolve and passion to win. Typical interventions are to accelerate performance, execute strategy and embed capability and change.



For more information about **informatech** GLOBAL LEADERSHIP CONSULTANTS or to get in touch, visit us at: www.informatech.co.uk



Copyright © 2022 **informatech** All rights reserved.

Transforming
Business *for* Good

informatech GLOBAL LEADERSHIP CONSULTANTS

www.informatech.co.uk

+44 (33) 000 111 90

Performance
Consulting

Leadership
Development

Team & Exec
Coaching